

New ideas in **TILE**

Booklet 420



AMERICAN-OLEAN TILE COMPANY, Lansdale, Pennsylvania

Factories: Lansdale, Pennsylvania • Olean, New York

When it comes to dollars and sense

... Ceramic tile—American-Olean Tile—is far and away your wisest buy. Luxurious as it appears, a room done with American-Olean tile is much less expensive than you may think. Actually, it often costs no more than many inferior products.

There are good reasons for this. When you install tile to the ceiling you eliminate the plastering of that wall. There are no painters to pay—no wallpaper to buy and install.

On floors, it saves the cost of everything from the floor joists on up. A beautiful tiled floor which will last as long as the house itself usually costs less per square foot than a good wool carpet (which will, in time, wear out, and must be cleaned with annoying frequency).

So you see, tile is sensible in initial cost—yet it is unmatched for style, beauty, and performance!

And better yet, *tile will save you hundreds of dollars* through the years. Gone forever are expenses for repainting, repairing, or repapering, because ceramic tile will last longer than any other wall or floor material you can use in your home.

When it comes to remodelling

... Be sure to plan on tile! It can bring all the glamor of a Paris opening to your rooms, no matter what architectural style or decorative treatment you use—as the photographs in this booklet show.

New techniques make it more practical than ever to remodel with tile. With the new adhesives, ceramic tile can be installed right over old walls. This modern way is quicker, easier, cleaner, and less costly—and the finished installation is every bit as permanent and beautiful.

In your bathrooms, your kitchen, your laundry, your recreation room—as a bright accent in any room—remodel with tile, and be glad you did!

When it comes to easy living

... Tile saves elbow-grease, too. It's as easy to clean as a china plate—no waxing, no polishing, no refinishing! Food stains swish right off, it can't be watermarked, and hot kitchen utensils do it no harm. Even the tracks left by a junior Lone Ranger disappear like magic under a fast-moving mop.

ON THE FRONT COVER:

A sun-filled bathroom with a skylight—a sort of permanent cabana with a sky-colored ceiling. Tile specifications: Color Plate 47. Walls: 47 Brite White. Toilet Alcove: 81 Spruce Green. Bench: 81 Spruce Green. Recessed Shelf Area: 17 Maize. Floor: Turquoise Shadowflash with Black lines.

Just for fun...use **TILE**

A well-planned game room makes entertaining lots easier. Provide space for your favorite pastimes, from Scrabble to square dancing—and build in a snack bar to make entertaining that much easier . . .

Whatever your game room includes, ceramic tile goes a long way toward making it all play and no work—before, during, and after.

TILE SPECIFICATIONS: Color Plate No. 43. Walls: 85 Apricot. Base: 99 Ebony, 29 Oyster Gray. Seagull Insert: L 7, 8, 9—C1; 85 Apricot. Hand-decorated Border: French H60-C142. Floor: Main area, Brickpoint square; Slate Textone C. E. Game area: Cream field and Black lines. Stair Treads: 6" x 6" Pavers; Sand Gray Textone.



Rumpus wreckage holds no fear for tile!



Look what you can do with **TILE**

There's really no reason why your bathroom should look just like every other bathroom you've ever seen! Give your architect or your designer a free rein, and you're likely to end up with a room like this. And why not? This one uses only standard American-Olean patterns, yet it is as distinctive as it is simple.

TILE SPECIFICATIONS: Color Plate No. 49. Walls: 29 Oyster Gray. Hand-Decorated strips: R84-C501. Counter Top: 33 Nutmeg. Floor: White and Dark Gray.



A glamorous room — from stock materials!



... in any architectural style!

Take a house built in the late Twenties, during the Tudor revival . . . shrug off the gloomy look and the uninspired colors, and give yourself a fresh start! Shades of blue shove back the walls—yellow accessories bring in the sun. It's a more dependable magic than saying, "Sesame!"—any day. Your old-fashioned bathroom becomes as new as tomorrow!

TILE SPECIFICATIONS: Color Plate No. 51. Walls: 21 Cornflower. Base: S-49 Gloss Black. Floor: Brickpoint Star; Sand Buff and Azure Textone with Black Centers.



Tiled rooms save you upkeep money





Color Plate No. 58

Wherever you use it

Ceramic tile will bring beauty to every room in the house.

A tiled dressing table top which possesses a warm look but gives the cold shoulder to spilled nail polish or perfume . . . A tiled sewing area makes work easier and doesn't cling to lint or fabrics . . . Tile, just for the beauty of it, dramatizing an entrance wall . . . Around the fireplace and on the hearth. . . tile again, making life easier and beauty more permanent . . . Grease-proof and fire-proof tile around a wall-oven . . . A small area of decorated tile gives distinction to a bathroom . . . And tile from floor to ceiling in a small bathroom, making it look larger by means of color contrasts.

Color Plate No. 42



Color Plate No. 54

TILE adds practical beauty!



Color Plate No. 40



Color Plate No. 42

Color Plate No. 50



Color Plate No. 57

COLOR is fun! In your bathrooms...

Take your cue from the tints in a soap bubble. Play with colors that are light and airy, then prick them with a few strong-minded accents. Even delicate tints are practical with tile—just choose your own personal favorites . . . Tear a page from an old Roman book: have a tiled tub. But add present-day glamor by continuing the floor pattern all the way.

TILE SPECIFICATIONS: Color Plate No. 56. Walls: 47 Brite White, 36 Lilac. Counter and Dressing Table: 43 Gentian. Floor: Plaid; White, Pink and Deep Blue.



You can adapt these installations to suit your budget



... and your powder room

Don't be a sissy about color! If your heart longs for hues that sing and dance, there's no reason why you should settle for drab materials. For example, just look at this powder room with its bold use of color. It's certain that those colors will keep their vigor for always . . . It's certain, too, that a tiled powder room is a very practical idea, in *any* color!

TILE SPECIFICATIONS: Color Plate No. 53. Walls: 38 Butternut and 99 Ebony. Base: 38 Butternut. Counter Top: 99 Ebony. Decorative Strip: R-44, 85 Apricot and 47 Brite White. Floor: Buff and Black.



Tile is stain-proof and dent-proof!



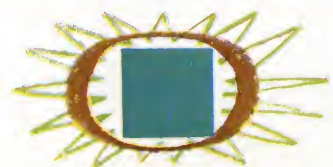
New look for old...with **TILE**

This kitchen celebrated its 25th birthday by having its face lifted—with tile. Mrs. Thorp, the owner, says, "The tiled walls and ceiling save me hours of work when house cleaning time comes around, and I would never again have a kitchen without a tile floor. It's so comfortable and so easy to keep clean. When I think of the time I used to waste scrubbing and waxing that other floor and it always showed streaks and dent marks." The tile radiator grill above the sink, and tiled window sills reduce maintenance to an absolute minimum.

TILE SPECIFICATIONS: Color Plate No. 55.
Walls: 56 Leaf Green. Frieze Border:
U-10 Reflecta Tile; 56 Leaf Green. Ceiling:
58 Vellum. Floor: Large Plaid; Golden
Range Varitone, Light Olive and Sand
Brown Textone.



Tile shrugs off kitchen grime



A **TILED** laundry is a bright idea!

No matter what the soap manufacturers say, there may be some truth in the rumor that certain women don't particularly enjoy doing the laundry. If you find the chore unavoidable, the best thing you can do is make it pleasant as possible. As a suggestion, put your laundry right next to your bathroom, and shorten the distance you have to carry the clothes. Rest your muscles and gladden your eyes by using sensible tile—liberally!

TILE SPECIFICATIONS: Color Plate No. 44.
Walls: 26 Clover Red. Counter Tops:
81 Spruce Green. Floor: Lattice Pattern,
Gray Granite, White, Black.



Spilled soaps and bleaches don't hurt tile!



A good time is better with **TILE**

Ever have a barbecue party rained out? Well, that can't happen here! The barbecue grill, handsomely and practically enclosed in tile, is conveniently indoors, ready to serve up juicy charcoal broiled steaks, rain or shine. Other conveniences, which you can adapt to fit your own floor plans, are tiled window sills, a tiled snack bar, and tiled work surfaces. All this, and so attractive, too!

TILE SPECIFICATIONS: Color Plate No. 35.
Walls: 60 Persimmon. Base: 49 Gloss Black.
Counter Tops: 34 Berry Brown. Range Back:
47 Brite White. Decorative Insert: H54-C142.
Floor: Large Plaid; Black, White, Rust Brown.



Hot skillets are safe on tile!



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